



CASE STUDY: TRIPLE-A-CHEESE

Food Labels



CHALLENGE

It is standard in the printing industry that after a label design is finalized, it can take 2-3 weeks before you have the actual label in your hands excluding any changes fees or unexpected delays in printing. Coupled with the various different sizes simply compounded the issue and ultimately, this was simply not acceptable for Triple “A” Cheese. The fact that each label printer provider has their own prepress requirements also meant a certain amount of extra work for the Mississauga based cheese company.

Being faced with minimum order quantity requirement of no less than 10,000 labels across many different shapes of labels presented its own set of challenges. Such a large minimum order was enormous for Triple “A” Cheese, who on average required only between 800 and 1000 units. Over time, the combined challenges of outsourced label printing and Triple “A” Cheese’s numerous changes had created a lot of label waste. An accumulation of approximately 35-40 unused label SKUs.

ABOUT US

VIPColor Technologies

VIPColor Technologies a division of Venture Corporation has been providing innovative digital color label printing solutions since 1998. We engineer, manufacture, and sell printers that produce high quality color labels used for many diverse applications.

Through the years, our industrial printers have been used by FORTUNE 500 companies globally. Our printers have helped streamline workflows, and raise productivity and product quality while improving bottom lines. With the ability to print fast, on-demand and cost-effectively, we aim to bring convenience and flexibility to our small to medium and enterprise level clients.

Businesses challenged by a high mix of products and offerings, along with small batch jobs, find our digital solution compelling and adding value to their process. VIPColor is dedicated to creating a new level of labeling value around packaging and identification activities by servicing customers in over 35 countries.

SOLUTION

The VIPColor VP700 Digital Label Printer with an inline label applicator was implemented with the first tests conducted on a quantity of 2,000 labels. The initial product testing proved successful in marketing Triple “A” Cheese’s Lactose Free Feta in 400g and 700g sizes. Triple “A” Cheese found that the new solution allowed them to reduce large label order quantities and consolidating label shapes down to two standard sizes. This allowed them to cut down lead times, delays, artwork and overall print processes.

RESULT

Triple “A” Cheese redesigned all labels, including on-the-shelf packaging as well as pale containers of product for distributors, retail customers etc., to fit to one of two sizes of blank labels

They have significantly reduced the stockholding of the labels produced in the past eliminating waste. They’ve gone from a roomful of labels down to a couple of cases of blank labels. Now, their label stock holdings are only \$1,000 - \$2,000 per SKU.

They experienced huge savings in process time, eliminated pre-printed label inventory and the need to store them.